

GRAND - Expansion and Stock Reducing - SALE.

Z. C. M. I. Retail Dry Goods Department.

Commences Monday Nov. 10--ONE WEEK--Continues to Saturday, Nov. 15.

Z. C. M. I. The great growth and distinctive development of this mammoth institution of modern merchandising has made EXPANSION imperative. A new wing (60 by 200 feet, 50,000 feet of floor space) has been added to our already most extensive establishment. The Retail Dry Goods Department will occupy the New Store. Moving such an immense stock of merchandise as we naturally have at this season of the year would be expensive as well as taking valuable time. It must be reduced to at least one-third of its present proportions before moving time comes. To effect this we realize that very close selling will be necessary. So, Monday, November 10, at 8 o'clock, sharp, our doors will swing open and our patrons admitted to this GRAND EXPANSION SALE, at which our great, well bought and carefully selected stock of New and Seasonable Dry Goods will be, Without Reserve, placed on sale at just what it cost to handle.

Hosiery and Underwear.

One lot Boys' and Girls' black Hosiery, regular price 25c and 35c for, per pair **15c**
Children's 2-1 Rib black Cashmere Hosiery, regular price 35c. Sale **25c**
One line of Infants' Cashmere Hosiery, in black, white, red, pink and blue, 2c value, for **25c**
Ladies' black fleece lined cotton Hosiery, regular price 35c, on sale **25c**
Ladies' and Misses' fancy cotton Hosiery, at, per pair **25c**
33 1/3 per cent reduction
All other Ladies', Children's and Infants' hosiery, not specially mentioned—
20 per cent reduction

Hose Supporters.

Ladies' and Children's plain black Hosiery Supporters, regular price 20c and 15c. Sale price, per **10c**
Our nice line of Gored Belt, Hook On, Side and Shoulder Brace Hose Supporters will go at Sale Price.

Bonnets.

One lot of Children's colored winter Bonnets will go while they last—
for each **25c**
We have a fine line of Children's Hats and Bonnets which will be sold during this great sale for—
20 per cent off the dollar

Ice Wool Shawls and Fascinators.

Ice Wool Shawls and Fascinators in black, white, pink and blue.
75c value in sale **50c**
\$1.00 value in sale **65c**
\$1.25 value in sale **85c**
\$1.50 value in sale **1.00**
\$2.00 value in sale **1.35**
\$2.25 value in sale **1.50**
\$2.50 value in sale **1.65**

Bargains!

Shirt Waists for Fall and Winter Wear!

Ladies' Damask and Pique Shirt Waists, fleeced and not fleeced for Fall and Winter Wear.
Regular price \$2.25, in sale **1.70**
for **1.85**
Regular price \$3.50, in sale **2.60**
for **3.00**
Regular price \$5.00, in sale **3.75**
for **4.10**
Regular price \$6.00, in sale **4.50**
for **4.85**

Flannelette Wear.

Ladies' and Children's Flannelette Gowns, Skirts and Drawers.
20 Per Cent Off

Jewelry.

20 Per Cent Reduction off our entire stock of jewelry.

Silks and Dress Goods.

Some rare offerings are recorded for this Grand Expansion Sale. The first will be—
\$1.25 Deau de Crepes for 90c
A full line of colors. A quality never sold under \$1.25.
\$1.00 Colored Taffeta Silks for 75c.
Our regular line. A beautiful Silk. A nice collection of colors. Just to cut stock down these go **75c**

Black Taffeta Silks.

Four Special Numbers. Four Great Values.

Just to have every branch of the department represented we have taken from our regular stock of Black Silks four specials in Taffetas as follows:
No. 1—Our 26-inch Black Taffeta, selling right along at \$1.75, for **1.25**
No. 2—Our 24-inch Black Taffeta, \$1.25 quality, for **85c**
No. 3—Our 27-inch Black Taffeta, \$1.35 quality, for **1.00**
No. 4—Our 18-inch Black Taffeta, 75c goods, for **45c**
Note these reductions. They are four unmatchable values.

Fancy Silks at Half.

A splendid line of Colored Fancy Silks, ranging from \$1.00 to \$4.00 per yard. They'll be HALF PRICE in this sale, and lively selling they'll make, too.

Look Here!

25 PER CENT DISCOUNT on OUR ENTIRE LINE of NEW SILKS. Ever have that offer before? No.

Corset Department.

One lot Ladies' Corsets, value up to \$1.25, in sale for **35c**
The Ferris Good Sense Bicycle Corset, in black and white, **65c**
Twenty per cent reduction off all Corsets and corset waists in stock.

Muslin Underwear.

Our large and beautiful line of Ladies', Misses' and Infants' Underwear will be sold at a reduction of 20 per cent off the dollar.
A liberal reduction will be given on all Ladies' and Children's Aprons.
We have an elegant line of Infants' and Misses' White Dresses which will be sold at 20 Per Cent off the regular price.

Knit Underwear.

Children's Union Suits, fleeced lined, gray, regular 50c quality, **35c**
Children's "Mother's" Ribbed Combination Suits, fleeced lined, Ecru, **40c**
90c value for **40c**
Children's Vests and Drawers in white and natural colors, the famous Munsing make, \$1.00 grade **75c**
85c grade **60c**
Ladies' Melba Ribbed Combination Suits, fleeced lined, gray, Regular **60c**
Extra large size in Ladies' Vests and Drawers, Regular price 75c **50c**
One lot of odds and ends in Ladies' and Children's Knit Underwear, slightly soiled, will be sold at ONE-HALF PRICE.
Our entire stock of "Knit Underwear" for Ladies and Children in Munsing, Munsing and other famous brands, will be sold in this great sale at a—

Reduction of 20 per cent.

Ladies' fine knit Corset Covers, 50c quality, in sale **35c**
for **25c**
Ladies' black Satin and Moire Under-skirts: **90c**
Regular price \$1.50, sale **1.10**
Regular price \$1.75, sale **1.35**
Regular price \$2.25, sale **1.80**
Regular price \$3.00, sale **2.40**
Regular price \$3.50, sale **2.80**
Regular price \$4.00, sale **3.20**
Regular price \$5.50, sale **4.40**

Knit Undershirts.

All white, black and colored Knit Undershirts at especially LOW PRICES.

Ladies' Undershirts.

Ladies' colored Silk Undershirts, HALF PRICE.
Ladies' Black Silk Undershirts: **4.65**
Regular price \$7.00, sale **6.00**
Regular price \$10.00, sale **6.70**
Regular price \$12.00, sale **7.35**
Regular price \$15.00, sale **8.00**
Regular price \$18.00, sale **9.00**
Regular price \$20.00, sale **10.00**
Regular price \$25.00, sale **11.00**
Regular price \$30.00, sale **11.70**
Regular price \$35.00, sale **16.65**

Now Here is the Chance of a Life Time.

Now here is the chance of a lifetime: All Colored and Black Broadcloths will be sold at ONE-THIRD LESS than the regular price.
\$3.00 quality **2.00**
\$2.00 quality **1.90**
\$1.00 quality **1.35**
\$2.00 quality **1.35**
\$1.00 quality **70c**
Another mark of Z. C. M. I.'s magnanimity will be the offering of our ENTIRE LINE of Black and Colored Dress Goods at 25 PER CENT DISCOUNT.

Surely You Will Take Advantage of This.

A fine line of Camel's Hair Dress Goods (colored) that sell all the time at 65c. They'll be **45c**
And they'll go quickly, if we're any judge.
HOW'S THIS? \$1.00 Serge **65c**
This is a 36-inch Serge, in black and navy, a splendid thing for \$1.00, but this sale says **65c**

Wastings Underpriced.

A large assortment of Silk Striped Granite Waistings with 50c per yard taken off; were \$1.00, now **75c**

Dress Trimmings.

Priced for rapid reduction. All our new Dress Trimmings in blacks and colors will be sold in this stock-reducing sale at—

33 1/3 Per Cent Discount

Here's an item that will make you come in out of the rain or shine:

Umbrellas at 25 Per Cent Off

Big line of both ladies' and gents'.

SILKS, DRESS GOODS, TRIMMINGS, NOTIONS, GLOVES, HANDKERCHIEFS, HOSIERY, UNDERWEAR, DOMESTICS, HOUSE LINENS, TABLE LINENS, CLOAKS, LADIES' SUITS, WRAPPERS, WAISTERS, LADIES' COATS, CHILDREN'S COATS, FUR GOODS, MILLINERY, NECK WEAR, EMBROIDERIES, LACES.

Cloak & Suit Department

Stocks here were never larger and more complete. A superb showing of all that's new and correct in Ladies' Coats, Suits and Separate Skirts, Waists, Fur Goods and Capes, and Children's Coats and Dresses.
The Grand Expansion and Stock-Reducing Sale spirit is evident everywhere in the Cloak and Suit section. Every item of our immense stock of Ladies', Misses' and Children's Ready-to-wear apparel has received the closest of price-cutting attention.
Better to sell them this way than to move them; that's all.

Ladies' Tailor-made Suits At Half and Less.

We have picked from our regular stock about 200 Ladies' Tailor-Made Suits, comprising a large variety of styles and materials. Jackets, Blouses and Eton effects. Prices range from \$15 to \$30. We have marked them, for this occasion at Half and some at Less than Half Price.
Then we will allow you to choose from our whole stock of

New Suits at One Third Off.

And a Beautiful Line of Suits it is. Nothing Reserved, we've said so. Monte Carlo Coats, Coronation Coats and all the other Novelties and Swishes of the season will be included in this Grand Expansion and Stock-Reducing Sale.

All Included.

Go right into our Regular Line of Children's Coats, the Three-Quarters, Seven-Eighths and Full Length goods. A reduction unsurpassed for completeness and correctness. All 4 to 14. A large variety of fabric and choose at Expansion Sale prices. A price range from \$2.50 to \$5.00.

19in. Jackets and 27in. Coats.

Pick from these at One-Third less. Blacks, Castors, Tans, Reds, Blues and Greens, \$5.00 to \$9.00.

Raglans, Rain Coats and Newmarkets One-Third Less.

A splendid showing of these in close-fitting and loose effects. Greenvelts, Coverits and Snowflake Fancies. \$8.50 to \$30.00 with one-third taken off.

Ladies' and Misses 34 Coats 1/3 Less.

About as sensible a garment as could be selected. They're good for a season or two yet.

A Coat Snap.

\$18.00, \$20.00 and \$25.00 coats **\$7.50**

Of course these are not strictly new. If they were such price cutting you would not credit for a minute. But for some body not particularly set on having the "latest" they are snaps indeed.

Tea Gowns at Half.

Our stock of Silk, Cashmere and Albatross Tea Gowns, light shades, \$10.00, \$12.00 and \$15.00 goods. To you just half these figures.

Black Cashmere Shawls

An ideal old-lady's wrap. They are marked now—

\$3.00 to \$7.50

Which is just half their real worth.

Baby's Dresses 1/2 Price

Ages 6 to 14.

Big lot of Baby Dresses in Cashmeres, Flannels, Novelty Goods and Outings; ages 1 to 5 years prices:

50c to \$4.50

This is a lot we have picked from the regular stock. Prices, \$1.75 to \$5.00—HALF PRICE TO CLOSE.

Our entire line of Children's Dresses—new goods at these prices:

\$2.75 Dress **2.10**
\$3.50 Dress **2.70**
\$4.50 Dress **3.50**
\$5.00 Dress **3.95**

Children's Coats. (Ages 1 to 5.)

With the prices severed evenly.

This is a line of Children's Coats in plaid and check novelty goods. Cotton Flannel lined, \$1.25 to \$2.50 Coats **1.75**

Bleach and Cream Table Damask.

55-inch, 35c grade	25c	72-inch, \$1.25 grade	1.00
58-inch, 40c grade	30c	72-inch, \$1.50 grade	1.20
60-inch, 45c grade	40c	72-inch, 27c grade	1.60
62-inch, 50c grade	50c	72-inch, \$2.75 grade	2.20
64-inch, 55c grade	60c	81-inch, \$2.25 grade	1.00
72-inch, \$1.00 grade	80c	90-inch, \$1.50 grade	1.20

This is a most opportune occasion for our thousands of customers, for the prices that prevail will make it particularly profitable to them to not only procure their present needs but also their anticipated wants and necessities. We anticipate an unprecedented volume of business because of the fact that liberal reductions are made on our entire stock of reasonable merchandise. And so have augmented our force of help sufficient we hope to handle comfortably the multitude of eager buyers that will throng our aisles upon this Great Dry Goods Selling Event.

Notion Department.

Take pencil and paper and make a list of your notion needs and come prepared to buy a year's supply ahead while you have so good an opportunity for such substantial savings on these thousand and one little housekeeping necessities.

Glove Section.

Expansion Sale Prices prevail here, making an excellent opportunity to lay in a season's supply of gloves and the saving of about every third pair.
The first on the programme will be a Ladies' 2-clasp Fine Kid Glove, newest Paris Point Embroidery, all sizes, all colors, a \$1.25 Glove **90c**
for **1.25**
Another is a Ladies' Fine Overseam Kid Glove, in black, brown, modes and oxbloods, latest Paris Point Embroidery, with large Poster hook fastenings (the only practical fastenings), all sizes, a \$1.75 Glove for **1.25**

Ladies' Washable Kid Gloves

These can be washed in soap and water and will remain flexible; white and tan, all sizes, the \$1.50 **1.25**

Again—A Ladies' Fine P. K. Street Glove, warranted Real Kid, choicest Paris Point Embroidery, 2-clasp, all good colors, all sizes, a \$1.75 Glove, for **1.25**

FOSTER'S P. K. Sewn Street Glove, the best wearing Glove to be had anywhere or at any price; we will sell a Foster's \$2.00 Glove in this **1.50**

Trefousse.

A fine Suede Overseam Kid Glove, Paris Point Embroidery, black, modes, gray and clear; regular price \$2.00. **1.50**

Expansion Price **75c**
A miscellaneous lot of Excellent Kid Gloves, broken lines, worth from \$1.25 to \$2.00 a pair, your choice **75c**

Mittens and Warm Gloves Reduced.

Twenty per cent discount on all Ladies' and Children's Glove Mittens. A lot of Ladies' Black Saxony Wool Mittens, single and double, ranging in price from 50c to 65c, all good colors, at a uniform price **25c**

One lot of Children's Black Saxony Wool Mittens, single and double, all good colors, for **15c**

Ladies' Belts.

Priced to make lively selling. Entire line of Ladies' Belts, Silk, Satin and Leather, and the latest "Post" in all at ONE-THIRD LESS. This is certainly a Belt Buying opportunity.

Handkerchiefs.

Here are some of the most remarkable Handkerchief offerings yet made. This one, for instance—Ladies' Linen H. S. Handkerchiefs, they're worth 20c, take a dozen or two at **12 1/2c**

And this—Ladies' Unbordered Linen H. S. and Embroidered Handkerchiefs, a bargain even at 40c, but **25c**

This one you're sure to like—Ladies' Fine Linen H. S. and Hand Embroidered Handkerchiefs, regular price 45c, sale **45c**

A temptation—Ladies' Fine Linen H. S. and Scallop Embroidered Handkerchiefs, the \$1.00 kind, going for **75c**

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Ribbons.

1,000 bolts Satin Taffetas, Taffetas, Mousseline Taffetas, Moires, and Fancy Ribbons, regular prices from 50c to 50c per yard. THIS TIME **25c**

Taffeta Ribbons—Plain and Moire.

No. 5, in sale at, **5c**
a yard **7 1/2c**

No. 7, in sale at, **10c**
a yard **12 1/2c**

No. 9, in sale at, **15c**
a yard **20c**

No. 12, in sale at, **25c**
a yard **30c</**